

IN THE CLAIMS:

1. (Amended) Promoter-transactivator system for inducible high-level mammalian gene expression with the option of cell growth control comprising:

(a) a promoter construct (IRFE promoter) having the general structure:

→mRNA

[MPSV-E]-[IRF-1-binding sites]-[CMV]-DNA, wherein

MPSV-E means MPSV enhancer repeats of the sequence:

GCTAGCTTAAGTAACGCCATTTTGAAGGCATGGGAAAAATACATAACTGAGAATAGAGAAG  
TTCAGATCAAGGTCAGGAACAGAGAAACAGGAGATATGGGCCAAACAGGATATCTGTGGTA  
AGCAGTTCCTGCCCCGCTCAGGGCCAAGAACAGTTGGAACAGGAGAATTGGGCCAAACAGGA  
TATCTGTGGTAAGCAGTTCCTGCCCCGCTCAGGGCCAAGAACAGATGGTCCCCAGATGCGGT  
CCCCGCCCTCAGCAGTTTCTAGA, (SEQ ID NO: 1)

or isofunctional variants thereof obtained by substitution, insertion or deletion of one or more nucleotides,

IRF-1 binding sites means the sequence:

GATCCCTTCTCGGGAAATGGAAACTGAAAATCAGATCCCTTCTCGGGAAATGGAAACTGAAA  
ATCAGATC, (SEQ ID NO: 2)

or isofunctional variants thereof obtained by substitution, insertion or deletion of one or more nucleotides, and

CMV means a minimal promoter of the sequence:

TGGCGTGTACGGTGGGAGGCCTATATAAGCAGAGCTCGTTTAGTGAACCGTCAA  
ACCGTCAAACCGCGGAAGCT, (SEQ ID NO: 3)

or isofunctional variants thereof obtained by substitution, insertion or deletion of one or more nucleotides,

and

(b) a transactivator construct coding for a fusion protein comprising IRF-1 and the estrogen receptor.